

ADVANCED GOOGLE SEARCH OPERATORS

The background of the slide is composed of several large, overlapping triangles. A large light blue triangle occupies the upper right and central portions. An orange triangle is located in the lower left corner. A teal triangle is positioned at the bottom left, partially overlapping the orange triangle. The top left corner of the slide is white.

Cache

Using the cache operator, you can find out what the most recent cache of a specified webpage is. This is useful for identifying when a page was last crawled.

Example use:

cache:digitalmediatrend.com

Quotes (“”)

“Digital Media Trend prides itself in the legacy of keeping their client’s trust by providing effective Digitization, quality solutions of existing and emerging technologies.”



Minus (-)

Want to exclude a specific keyword from the search results? Put a minus sign in front of it.

Seo training –free -tricks



Allintitle

This search operator is a great way to find blogs that match the content you are writing about. For example, you could use *allintitle* to research what others are doing for that particular topic. Then, you could write your post to be better than theirs.

Example use:

allintitle:digital marketing Lahore



Allinurl

This one allows you to find pages with your requested search terms within the URL in internal search pages. For example, say you wanted to perform research on pages on a site that had the terms “drawing tablet”. You would use the following:

Example use:

allinurl:digital marketing Lahore



Allinanchor

This operator is useful for performing research on pages that have all terms after “*inanchor:*” in anchor text linking back to the page. Using this operator can help you find

Example use:

allinanchor:“digital marketing Lahore“

site:

Limit results to those from a specific website.

Example: `site:digitalmediatrend.com`



map:

Force Google to show map results for a locational search.

Example: map:lahore

related:

Find sites related to a given domain.

Example: related:apple.com



filetype:

Restrict results to those of a certain filetype. E.g., PDF, DOCX, TXT, PPT, etc. Note: The “ext:” operator can also be used—the results are identical.

Example: seo training filetype:ppt

link:

Find pages linking to a specific domain or URL. Google killed this operator in 2017, but it does still show some results—they likely aren’t particularly accurate though. Example: link:digitalmediatrend.com



FIND INDEXATION ERRORS

But how many of these pages are blog posts?

Let's find out.

Site: *digitalmediatrend.com/blog*



FIND DUPLICATE CONTENT ISSUES

Site:*digitalmediatrend.com* “what is seo”

Find guest post opportunities

intitle:" seo tips " inurl:"write-for-us"



THANKS

